



Working Together for Clean Air

www.pscleanair.org



Putting it all together: Implementing fine particle outreach in a predominantly PM area



Puget Sound Clean Air Agency

**Alice Collingwood
Communications Manager**

PM2.5 a year-round issue



- Burn bans based on PM10 levels for more than 10 years
- Launched Smog Watch in 1995, ozone an emerging issue
- Added PM2.5 forecasting May 2001

- **Avoid pollutant specific messages**
- **Focus people on actions instead**
- **AQI a powerful tool**



Partner with Lung Association



- American Lung Association of Washington
- Detailed health messages from AQI
- Credible health experts
- Enhances our relationship with them





- **Technical staff make forecasts, load to AIRNOW**
- **Lung Association issues on two-day yellow forecast**
- **We wait for “go” signal from technical staff**



- More than 2,260 subscribers e-mail and fax
- Health-related organizations, health-sensitive individuals, schools and senior centers, select news media
- Health warnings, links to AQI and to us for current conditions and forecasts

“Yellow” & “Orange” forecast messages



Breathe Easy Network Message For (insert dates here)

Air Quality	Weather Conditions	Health Information	Action You Can Take Now
Moderate/Yellow	Mild summer temperatures Light/moderate winds High pressure system, or partly cloudy skies	Very sensitive individuals and people with respiratory disease should consider limiting prolonged outdoor exertion. If you have asthma make sure you have an <u>Asthma Management Plan</u> to follow.	Automobile exhaust accounts for the bulk of harmful particles and smog forming pollutants in the air. Leave your car at home. Work at home, take the bus or carpool to work. “Trip-Link” errands to reduce vehicle trips. Don’t burn inside or out to reduce health harmful particles in the air.

Air quality is expected to be “insert air quality condition here, date affected and specific pollution problem. Insert any other information here on pollution sources or weather conditions.”

To find out when air quality returns to Good/Green, or for more information about air quality and your health, visit our website at www.alaw.org, or call 1-800-LUNG USA.

Thank you for helping everyone breathe easier this summer, especially our children and health sensitive people.

You are receiving this email either because you subscribed to the Breathe Easy Network or because you expressed an interest in receiving air quality information from the American Lung Association of Washington.

To unsubscribe, send an email to Airwatch@alaw.org and in the text body of the message type “unsubscribe” Breathe Easy Network.



Breathe Easy Network Message For (Insert dates), 2001

SMOG WATCH IN EFFECT

Air Quality	Weather Conditions	Health Information	Reduce Smog Right Now
Unhealthy for Sensitive Groups/Orange	Temperatures upper 80’s or above Light winds Sunny skies	Active children and adults, and people with respiratory disease, such as asthma, should limit prolonged outdoor exertion. Make sure you follow your <u>Asthma Management Plan</u> , and have all preventative and emergency options available.	Drive less Wait until it cools off to use gas-powered lawn and garden equipment. This will reduce the amount of vapors to form smog during the heat of the day. Refuel in the cooler evening hours to avoid peak smog-forming daytime heat.

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Lung Association home page



alaw.org home - Microsoft Internet Explorer

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AMERICAN LUNG ASSOCIATION®
of Washington

When You Can't Breathe, Nothing Else Matters®

alaw.org Home Childhood Asthma Tobacco Control Air Quality Lung Disease Support ALAW

Most smokers start in their youth: almost 90% of current smokers started before the age of 19.

ALAW.org The website of the American Lung Association® of Washington

Search Go


- Childhood Asthma
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Quicklinks:

- Donate
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- Big Ride Across America
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"Laughing with My Lungs"

This fun event is perfect for cold turkey subcommittee emcee this hilarious

Admission is free to Technical Institute by American Lung Community College

Protect Yourself Against the Flu

What You and Your Family Need to Know this Fall

Illness and death associated with influenza are particularly high for people with **"high-risk"** conditions, such as adults and children with heart, kidney and lung conditions, including those with asthma and the elderly. Each year, between 20,000 and 40,000 deaths in the United States are attributed to flu and pneumonia.

High-risk adults and children should seek a flu shot now, and continue to seek vaccination through January if necessary. Generally healthy children and adults under age 65 need to wait until November to seek a flu shot. Everyone should be encouraged to seek a flu shot from November through January and beyond if vaccine is available.

**air WATCH**
northwest

The air quality forecast for today is:

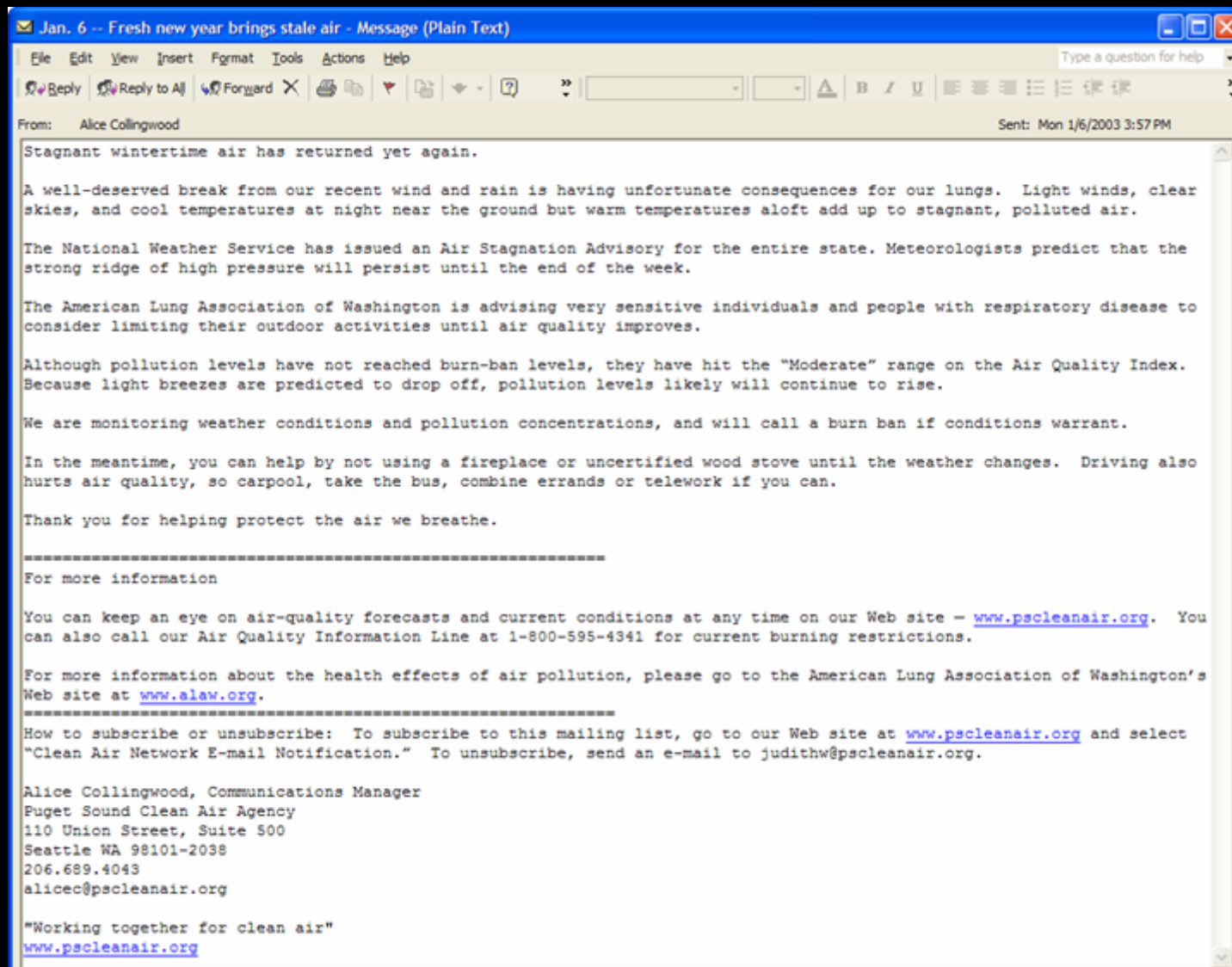
Good / Green

What is AirWatch Northwest? Why should I be concerned about air quality? Here's how it works:
[Continued...](#)




- **Almost 2,000 subscribers, most e-mail**
- **Media, businesses, organizations, individuals**
- **Tailor weather/forecast messages, consistent action choices**
- **Links to Lung Association, AIRNOW forecasts, current air quality**

Clean Air Network e-mail



Clean Air Agency home page






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TOP STORIES




Stagnant air brings back the burn ban

Jan. 7, 3 p.m.— A Stage One Burn Ban has been called for King, Kitsap, Pierce and Snohomish counties, effective immediately and until further notice. No burning is allowed in uncertified wood stoves or fireplaces, and all outdoor burning is prohibited, even in areas where outdoor burning is not permanently banned. [More](#)


NOTEWORTHY

- [Burn Ban in effect](#)
- [Air quality forecast](#)
- [Air quality right now](#)
- [Air Toxics](#)
- [Air Watch Northwest™](#)
- [Burn Ban status](#)
- [Clean Air Network e-mail](#)



Fresh new year brings stale air

Jan. 6 — Stagnant wintertime air has returned yet again. Light winds, clear skies, and cool temperatures at night near the ground but warm temperatures aloft add up to stagnant, polluted air. [More](#)



Clean air tip: tree-cycle your Christmas tree

Dec. 30 — Turn your Christmas tree into garden mulch for little or no money. It's easy and environmentally friendly. And remember, it is illegal to burn unseasoned wood, such as a fresh Christmas tree, in your fireplace or wood stove. [More](#)

NOTEWORTHY

- [Diesel Solutions™](#)
- [Global Climate Change NEW!](#)
- [Just for kids](#)
- [Outdoor burning is "out"](#)
- [Permits](#)
 - [Approved](#)
 - [Open for comment](#)

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Current air quality online



Puget Sound Clean Air Agency - Air Quality Right Now (AQI) - Microsoft Internet Explorer

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News & Events
Regulations
Info for Businesses
Asbestos & Demolition
Summer Smog
Info on Burning
Air Quality
About Us
How To Reach Us
What Can I Do?
Links

AIR QUALITY RIGHT NOW

This is the Air Quality Index representing current conditions for the areas listed below. Click on the name of an area to see an air quality trend chart for the previous 3 days. You can also view the latest [air quality forecasts](#) for our region and images from the [Seattle visibility camera](#).

1/30/2003 80M Pacific Time

Area	AQI	Descriptor				Pollutant
		G	M	USG	U	
EVERETT/MARYSVILLE	25	✓				Particulate
LYNNWOOD	26	✓				Particulate
LAKE FOREST PARK	28	✓				Particulate
BELLEVUE	19	✓				Particulate
SEATTLE	37	✓				Particulate
QUEEN ANNE	17	✓				Particulate
SOUTH PARK	32	✓				Particulate
KENT	42	✓				Particulate
TACOMA	49	✓				Particulate
SOUTH TACOMA	24	✓				Particulate
PUYALLUP	28	✓				Particulate
BREHERTON	23	✓				Particulate
SILVERDALE	22	✓				Particulate

Check marks ☒ indicate applicable AQI descriptor at each monitoring area.
Descriptors: **G** = Good **M** = Moderate **USG** = Unhealthy for Sensitive Groups **U** = Unhealthy

The Air Quality Index (AQI) values show air quality in terms of how healthy the air is for most people to breathe.

Value	Descriptor
0-50	Good
51-100	Moderate
101-150	Unhealthy for Sensitive Groups
151-200	Unhealthy
201-300	Very Unhealthy
301-500	Hazardous

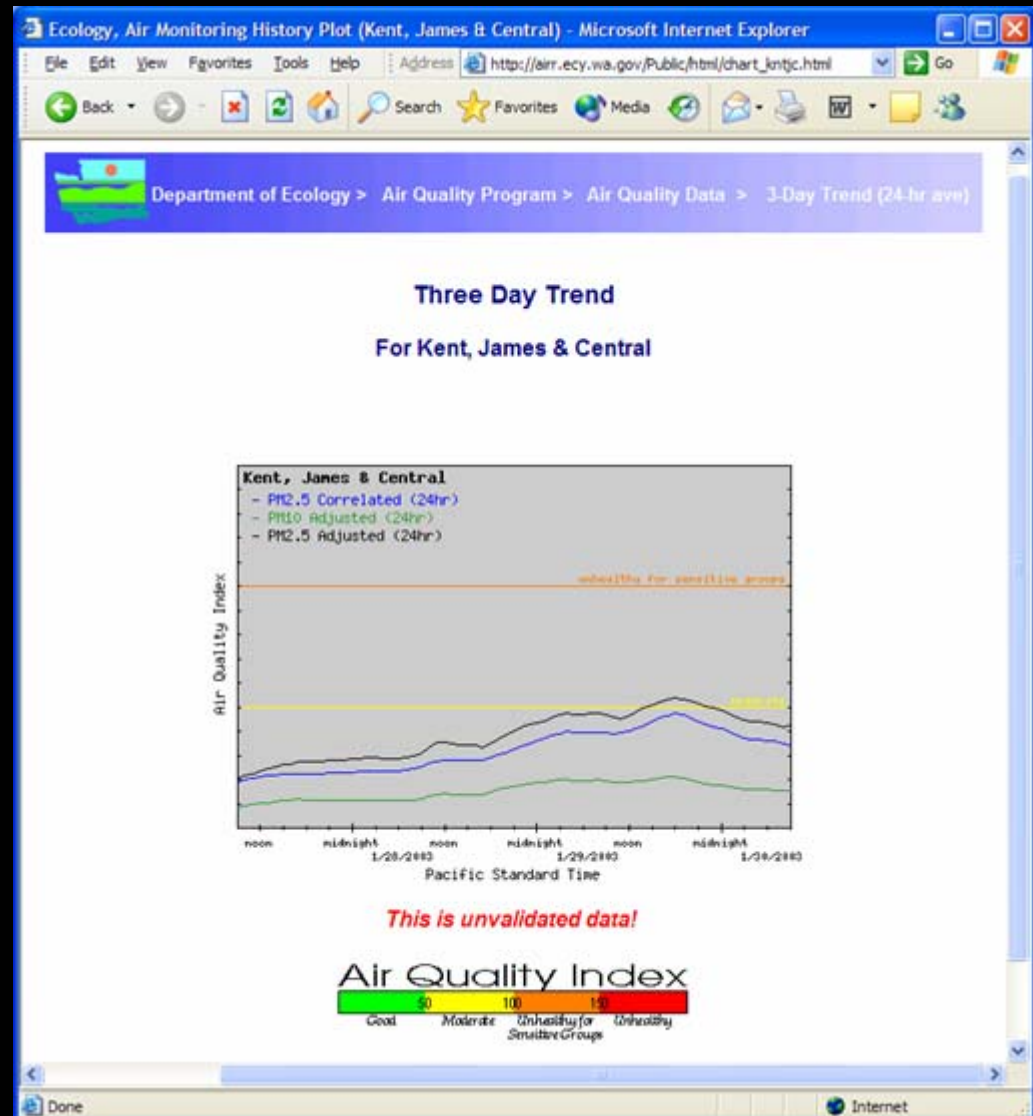
See also:

- [AQI Cautionary Statements](#)
- ["Air Quality Index: A Guide to Air Quality and Your Health"](#) from U.S. EPA

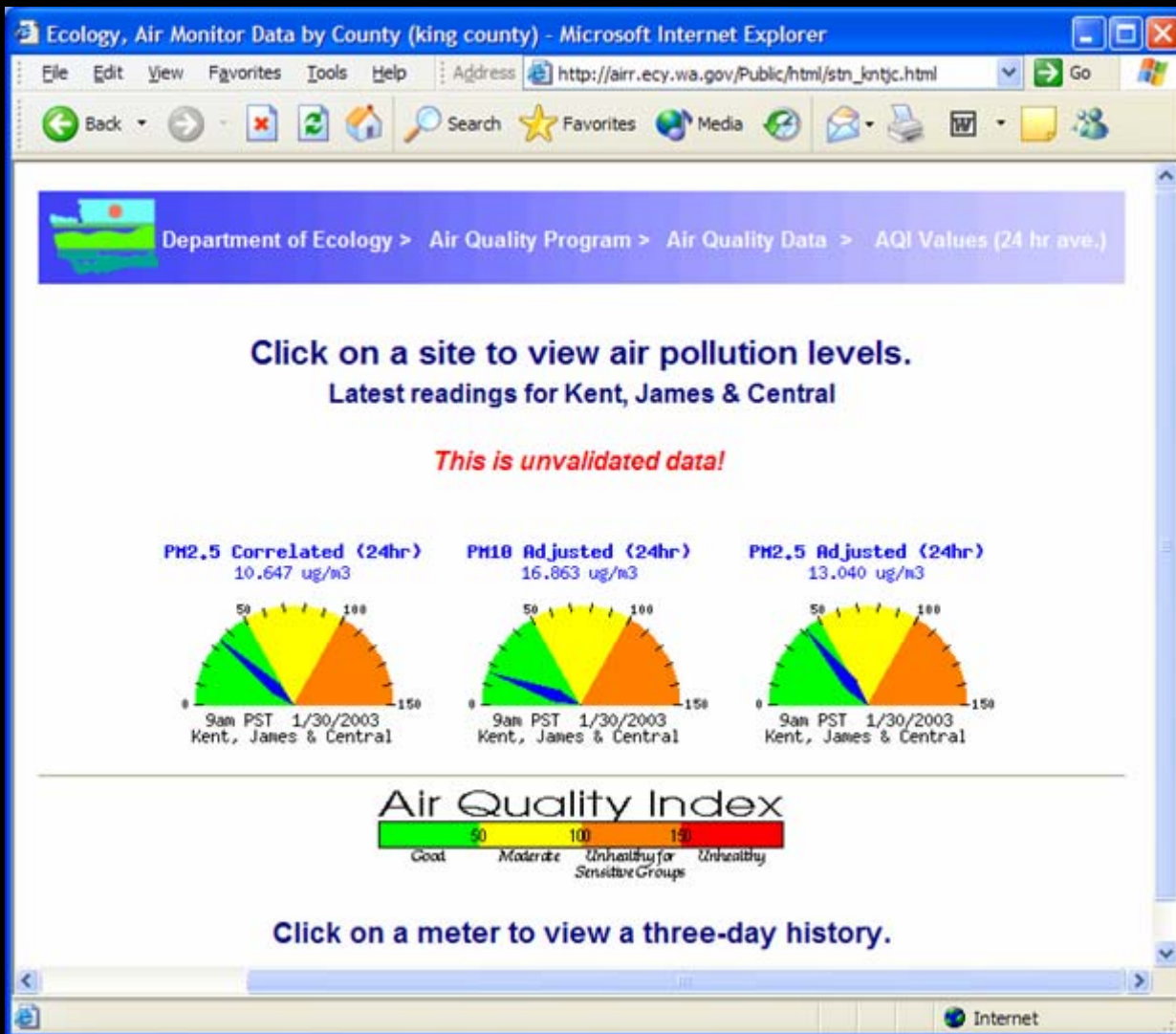
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Monitoring trends



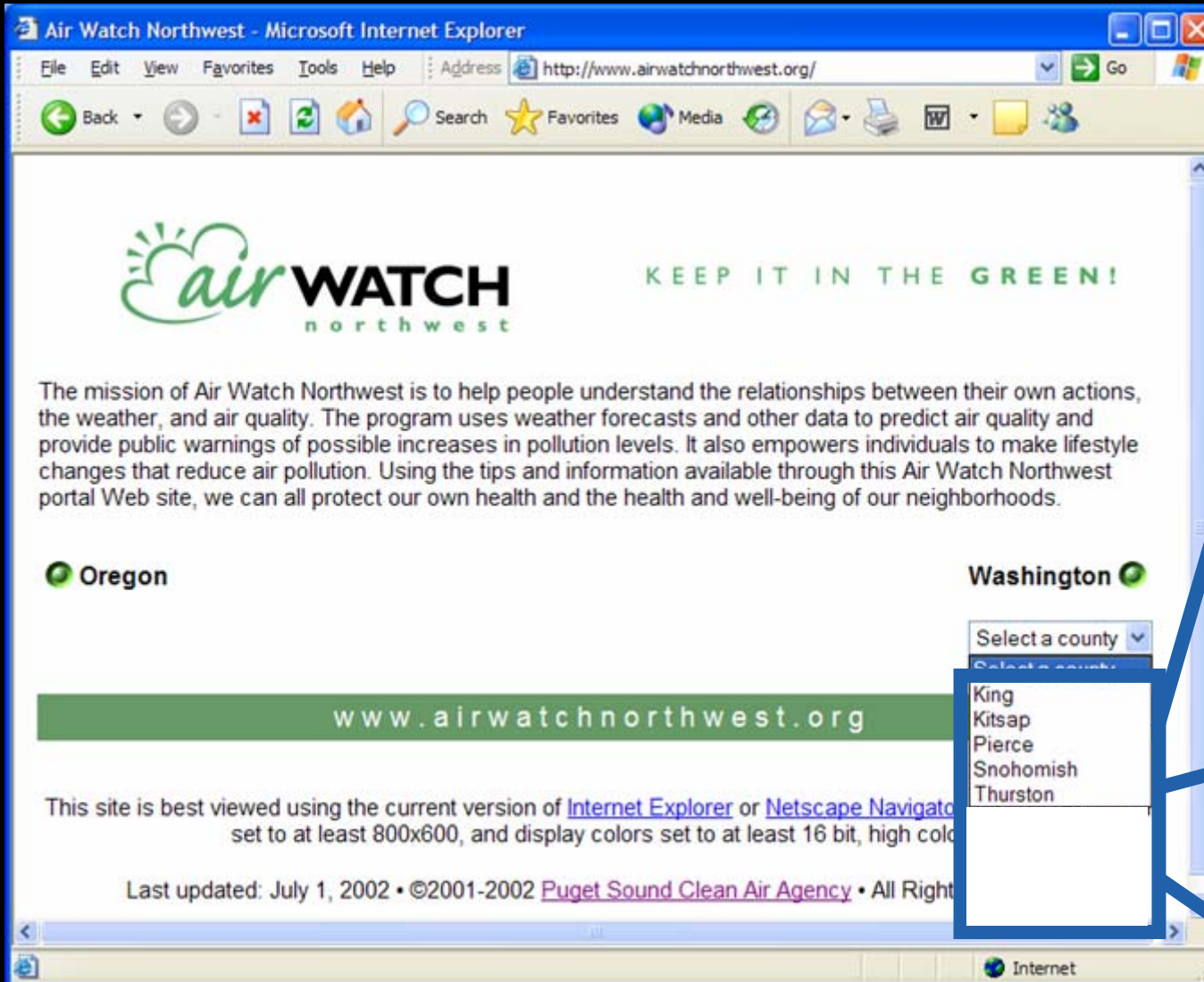
Real-time data





- **Also invite subscribers through Air Watch Northwest portal**
- **Regional coverage, unifying address**
- **Recent partners include Oregon DEQ and Olympic Region Clean Air Agency**

Air Watch Northwest



Puget Sound Clean Air Agency



Olympic Region Clean Air Agency



Future Partners

What makes it successful?



- **Partnership with Lung Association**
 - Early messages
 - Health credibility
- **Strong relationship with meteorologists**
 - Particularly KING-TV
 - Mike Gilroy, Ken Knowle credibility
- **Clean Air Network**
 - Willing partners
 - More reliable than news media

KING-TV air quality map



What could we do better?



- **More work with news media**
- **Enlist more weather reporters**
- **More health community involvement**
- **Outreach to groups, explain AQI, invite subscribers, promote behavior changes**



- **14% of 1,900 responded**
- **52% forward messages on to**
 - **26,407 individuals**
 - ▲ “Thousands” – a radio station traffic reporter
 - **156 other organizations**
 - ▲ “Many” – the radio traffic reporter
 - ▲ Seattle Times Web page



- **76% stopped burning**
- **36% delayed using gas-powered yard equipment**
- **29% refueled in the evening**
- **9% teleworked**
- **9% rode the bus**
- **8% carpooled**



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